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For more information contact:
Beth Hink 307-261-6502

FOR IMMEDIATE RELEASE

Should My Business Have a Website? **By: Steven F. Despain, District Director** **SBA Wyoming District Office**

WYOMING – A very good question... and there are literally hundreds of reasons why your company might benefit from having a website. Just a few might be:

- ✓ 24-hours a day access – Available to customers and potential customers 24 hours a day. Can't be thrown away or lost!
- ✓ Save money – More can be included on your website; can be updated at any time, and save re-printing costs.
- ✓ Attract new customers – Put your website on business cards, pens, stationery, etc.
- ✓ Effective for any company – Useful for local customers, as well as, possible national or worldwide trade!

Even so, don't just run out and get a website for your business! It needs to be carefully designed for your message to be understood in the most efficient way! A site needs to get your message across and can give much more information than a television commercial or news advertisement might and allow you to sell your products and services, as well as, promote your business worldwide. The overall reach of the World Wide Web (WWW) gives you instant access to global markets. Even if your business is focused on local customers, worldwide reach can never hurt and sometimes leads to new and unexpected opportunities. There is no practical limit to the amount of information you can put on your website. It's also a great way to give your clients information that educates them about your business. Customers like it because it helps them become a better buyer and it benefits your business because consumers are more likely to buy from someone who offers them an ability to evaluate products and services they are considering.

The Internet is a suitable tool for most businesses but not necessarily every single business. There are instances where a website would simply be a waste of time – not many, but there are a few. Your purpose is to *sell* your products or services. For more information on small business and educational classes check out the Wyoming Calendar Events at www.sba.gov/wy, call the Wyoming SBA office at (307) 261-6500; e-mail sbawyo@sba.gov; contact the Wyoming Women's Business Center at www.wyomingwomen.com or your local Wyoming Small Business Development Center at www.sba.gov/wy/sbdcwy.html

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